

What is claimed is:

1. A process for applying a holographic image to a substrate to produce a holographic material, the process comprising the steps of:
  - providing a printing element having a polished surface;
  - applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;
  - embossing the coated surface to provide an embossed coated surface;
  - applying a metallic constituent or component to the embossed coated surface to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;
  - applying a bonding material to the first surface of the holographic image;
  - disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material; and
  - removing the holographic material from the polished surface of the printing element.

2. The process of claim 1 wherein the process is performed as a continuous process or a batch process.
3. The process of claim 2 wherein the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.
4. The process of claim 2 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.
5. The process of claim 2 wherein the surface of the printing element is resilient or non-resilient.
6. The process of claim 1 wherein the coating is selected from the group consisting of polymeric film, non-polymeric film, foil, lacquer and combinations thereof.
7. The process of claim 1 wherein the substrate is selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

8. The process of claim 7 wherein the substrate has a substantially rough, textured surface or a substantially smooth surface.

9. A method for providing a decorative cover for a flower pot comprising the steps of:

providing a holographic material produced by a process for applying a holographic image to a substrate, the process comprising the steps of:

providing a printing element having a polished surface;

applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;

embossing the coated surface to provide an embossed coated surface;

applying a metallic constituent or component to the embossed coated surface to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;

applying a bonding material to the first surface of the holographic image;

disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material; and

removing the holographic material from the polished surface of the printing element;

forming the holographic material into a decorative cover having a plurality of overlapping folds therein wherein the overlapping folds extend at various angles and at various distances, the decorative cover having an object opening formed through an upper end thereof wherein the object opening is sized to receive a flower pot;

providing a flower pot having an outer peripheral surface; and

disposing the flower pot in the object opening of the decorative cover with the decorative cover encompassing a substantial portion of the outer peripheral surface of the flower pot.

10. The method of claim 9 wherein in the step of providing a holographic material, the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.

11. The method of claim 10 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.

12. The method of claim 10 wherein the surface of the printing element is resilient or non-resilient.

13. The method of claim 9 wherein in the step of providing a holographic material, the coating is selected from the group consisting of polymeric film, non-polymeric film, foil, lacquer and combinations thereof.

14. The method of claim 9 wherein in the step of providing a holographic material, the substrate is selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

15. The method of claim 14 wherein the substrate has a substantially rough, textured surface or a substantially smooth surface.

16. A method for providing a decorative cover for a flower pot comprising the steps of:

providing a holographic material produced by a process for applying a holographic image to a substrate, the process comprising the steps of:

- providing a printing element having a polished surface;
- applying a coating capable of receiving a holographic image to the polished surface of the printing element to provide a coated surface;
- embossing the coated surface to provide an embossed coated surface;
- applying a metallic constituent or component to the embossed coated surface to provide a holographic image having a first surface and a second surface wherein the second surface of the holographic image is disposed substantially adjacent the polished surface of the printing element;
- applying a bonding material to the first surface of the holographic image;
- disposing a substrate adjacent the first surface of the holographic image containing the bonding material so as to bondingly connect the holographic image to the substrate, thereby producing a holographic material; and
- removing the holographic material from the polished surface of the printing element; and

forming the holographic material into a decorative cover having a plurality of overlapping folds therein wherein the overlapping folds extend at various angles and at various distances, the decorative cover having an object opening formed through an upper end thereof wherein the object opening is sized to receive a flower pot.

17. The method of claim 16 wherein in the step of providing a holographic material, the printing element is selected from the group consisting of a cylindrical drum, a roller, a flat plate and a platen press.
18. The method of claim 17 wherein the printing element is constructed of a material selected from the group consisting of chrome, stainless steel and tool steel.
19. The method of claim 17 wherein the surface of the printing element is resilient or non-resilient.
20. The method of claim 16 wherein in the step of providing a holographic material, the coating is selected from the group consisting of polymeric film, non-polymeric film, foil, lacquer and combinations thereof.

21. The method of claim 16 wherein in the step of providing a holographic material, the substrate is selected from the group consisting of polymeric film, non-polymeric film, foil, paper, tissue and combinations thereof.

22. The method of claim 21 wherein the substrate has a substantially rough, textured surface or a substantially polished surface.